

What is Claimed is:

1. A method of distributing movies comprising:
receiving an order for a movie from a customer;
inserting a customer-specific identification into a title sequence for the movie
that identifies actors, directors and/or producers of the movie; and
5 providing the movie, including the customer-specific identification in the title
sequence, to the customer or a designee of the customer.
2. A method according to Claim 1 wherein the receiving comprises
receiving an order for the movie from the customer over a cable television system,
10 and wherein the providing comprises providing the movie, including the customer-
specific identification in the title sequence, to the customer or the designee of the
customer, over the cable television system.
3. A method according to Claim 1 wherein the receiving comprises
15 receiving an order for the movie from the customer over a satellite television system,
and wherein the providing comprises providing the movie, including the customer-
specific identification in the title sequence, to the customer or the designee of the
customer, over the satellite television system.
- 20 4. A method according to Claim 1 wherein the receiving comprises
receiving an order for the movie from the customer over the Internet, and wherein the
providing comprises providing the movie, including the customer-specific
identification in the title sequence, to the customer or the designee of the customer,
over the Internet.
- 25 5. A method according to Claim 1 wherein the title sequence is a digital
title sequence and wherein the inserting comprises digitally inserting the customer-
specific identification into the digital title sequence.
- 30 6. A method according to Claim 1 wherein the title sequence includes a
sequential listing of names of actors, directors and/or producers of the movie and
wherein the customer specific identification comprises the name of the customer or

designee in the sequential listing of names of actors, directors and/or producers of the movie.

7. A method according to Claim 1 wherein the customer-specific
5 identification comprises the words "screened by" followed by the name of the customer.

8. A method according to Claim 1 wherein the customer-specific
10 identification comprises the words "brought to you by" followed by the name of the customer.

9. A method according to Claim 1 wherein the customer-specific
15 identification comprises the words "screened for" followed by the name of the designee of the customer, followed by the word "by", followed by the name of the customer.

10. A method according to Claim 1 wherein the providing comprises:
generating a copy of the movie, including the customer-specific identification
in the title sequence, on a physical medium; and
20 delivering the physical medium to the customer or the designee of the customer.

11. A method of duplicating movies comprising:
inserting a customer-specific identification into a title sequence for the movie
25 that identifies actors, directors and/or producers of the movie; and
transmitting the movie including the customer-specific identification in the title sequence.

12. A method according to Claim 11 wherein the transmitting comprises
30 transmitting the movie, including the customer-specific identification in the title sequence, to the customer or a designee of the customer, over a cable television system, a satellite television system and/or the Internet.

13. A method according to Claim 11 wherein the title sequence is a digital title sequence and wherein the inserting comprises digitally inserting the customer-specific identification into the digital title sequence.

5 14. A method according to Claim 11 wherein the title sequence includes a sequential listing of names of actors, directors and/or producers of the movie and wherein the customer specific identification comprises the name of the customer or a designee of the customer in the sequential listing of names of actors, directors and/or producers of the movie.

10

15. A method according to Claim 11 wherein the customer-specific identification comprises the words "screened by" followed by the name of the customer.

15 16. A method according to Claim 11 wherein the customer-specific identification comprises the words "brought to you by" followed by the name of the customer.

20 17. A method according to Claim 11 wherein the customer-specific identification comprises the words "screened for" followed by the name of a designee of the customer, followed by the word "by", followed by the name of the customer.

25 18. A method according to Claim 11 wherein the transmitting comprises: generating a copy of the movie, including the customer-specific identification in the title sequence, on a physical medium; and providing the physical medium to the customer or a designee of the customer.

30 19. A method of viewing a movie comprising: ordering the movie by a customer; and receiving the movie, including a customer-specific identification in a title sequence for the movie that identifies actors, directors and/or producers of the movie, by the customer or by a designee of the customer.

20. A method according to Claim 19 wherein the ordering comprises ordering the movie by the customer over a cable television system, and wherein the receiving comprises receiving the movie, including the customer-specific identification in the title sequence, by the customer or by the designee of the customer, over the cable television system.

21. A method according to Claim 19 wherein the ordering comprises ordering the movie by the customer over a satellite television system, and wherein the receiving comprises receiving the movie, including the customer-specific identification in the title sequence, by the customer or by the designee of the customer, over the satellite television system.

22. A method according to Claim 19 wherein the ordering comprises ordering the movie by the customer over the Internet, and wherein the receiving comprises receiving the movie, including the customer-specific identification in the title sequence, by the customer or by the designee of the customer, over the Internet.

23. A method according to Claim 19 wherein the title sequence includes a sequential listing of names of actors, directors and/or producers of the movie and wherein the customer specific identification comprises the name of the customer in the sequential listing of names of actors, directors and/or producers of the movie.

24. A method according to Claim 19 wherein the customer-specific identification comprises the words "screened by" followed by the name of the customer.

25. A method according to Claim 19 wherein the customer-specific identification comprises the words "brought to you by" followed by the name of the customer.

26. A method according to Claim 19 wherein the customer-specific identification comprises the words "screened for" followed by the name of the designee of the customer, followed by the word "by", followed by the name of the customer.

27. A method according to Claim 19 wherein the receiving comprises:
receiving a copy of the movie, including the customer-specific identification
in the title sequence, on a physical medium, by the customer or by the designee of the
5 customer.

28. A movie format comprising:
a title sequence that identifies actors, directors and/or producers of the movie;
a customer-specific identification in the title sequence that identifies a
10 customer who ordered the movie; and
a movie that corresponds to the title sequence.

29. A movie format according to Claim 28 wherein the title sequence
includes a sequential listing of names of actors, directors and/or producers of the
15 movie and wherein the customer specific identification comprises the name of the
customer in the sequential listing of names of actors, directors and/or producers of the
movie.

30. A movie format according to Claim 28 wherein the customer-specific
20 identification comprises the words "screened by" followed by the name of the
customer.

31. A movie format according to Claim 28 wherein the customer-specific
identification comprises the words "brought to you by" followed by the name of the
25 customer.

32. A movie format according to Claim 28 wherein the customer-specific
identification comprises the words "screened for" followed by the name of a designee
of the customer, followed by the word "by", followed by the name of the customer.
30

33. A movie format according to Claim 28 wherein the title sequence and
the customer-specific identification precede the movie.

34. A movie format according to Claim 28 wherein the title sequence and the customer-specific identification follow the movie.

5 35. A movie format according to Claim 28 wherein the title sequence precedes and follows the movie and the customer-specific identification precedes the movie.

36. A movie format according to Claim 28 wherein the title sequence precedes and follows the movie and the customer-specific identification follows the
10 movie.

37. A movie format according to Claim 28 wherein the title sequence includes background video and audio and wherein the customer-specific identification also includes the background video and audio.
15

38. A movie format according to Claim 28 wherein a single copy of the title sequence, the customer-specific identification and the movie are included in a single physical medium.

20 39. A movie format according to Claim 28 wherein a single copy of the title sequence, the customer-specific identification and the movie are transmitted via a cable television system, a satellite television system and/or the Internet.

40. A system for distributing movies comprising:
25 means for receiving an order for a movie from a customer;
means for inserting a customer-specific identification into a title sequence for the movie that identifies actors, directors and/or producers of the movie; and
means for providing the movie, including the customer-specific identification in the title sequence, to the customer or a designee of the customer.

30 41. A system according to Claim 40 wherein the means for receiving comprises a cable television company, and wherein the means for providing comprises a cable television set top box.

42. A system according to Claim 40 wherein the means for receiving comprises a satellite television company, and wherein the means for providing comprises a satellite television set top box.

5 43. A system according to Claim 40 wherein the means for receiving comprises an Internet movie server, and wherein the means for providing comprises an Internet client.

10 44. A system according to Claim 40 wherein the means for inserting comprises digital title insertion software.

15 45. A system according to Claim 40 wherein the title sequence includes a sequential listing of names of actors, directors and/or producers of the movie and wherein the customer specific identification comprises the name of the customer or the designee of the customer in the sequential listing of names of actors, directors and/or producers of the movie.

20 46. A system according to Claim 40 wherein the customer-specific identification comprises the words "screened by" followed by the name of the customer.

25 47. A system according to Claim 40 wherein the customer-specific identification comprises the words "brought to you by" followed by the name of the customer.

30 48. A system according to Claim 40 wherein the customer-specific identification comprises the words "screened for" followed by the name of the designee of the customer, followed by the word "by", followed by the name of the customer.

49. A system according to Claim 40 wherein the means for providing comprises:

means for generating a copy of the movie, including the customer-specific identification in the title sequence, in a physical medium; and

means for delivering the physical medium to the customer or the designee of the customer.

50. A system for duplicating movies comprising:

- 5 means for inserting a customer-specific identification into a title sequence for the movie that identifies actors, directors and/or producers of the movie; and means for transmitting the movie including the customer-specific identification in the title sequence.

- 10 51. A system according to Claim 50 wherein the means for transmitting comprises means for transmitting the movie, including the customer-specific identification in the title sequence, to the customer or a designee of the customer, over a cable television system, a satellite television system and/or the Internet.

- 15 52. A system according to Claim 50 wherein the means for inserting comprises digital title insertion software.

- 20 53. A system according to Claim 50 wherein the title sequence includes a sequential listing of names of actors, directors and/or producers of the movie and wherein the customer specific identification comprises the name of the customer or a designee of the customer in the sequential listing of names of actors, directors and/or producers of the movie.

- 25 54. A system according to Claim 50 wherein the customer-specific identification comprises the words "screened by" followed by the name of the customer.

- 30 55. A system according to Claim 50 wherein the customer-specific identification comprises the words "brought to you by" followed by the name of the customer.

56. A system according to Claim 50 wherein the customer-specific identification comprises the words "screened for" followed by the name of a designee of the customer, followed by the word "by", followed by the name of the customer.

57. A system according to Claim 50 wherein the means for transmitting comprises:

- 5 means for generating a copy of the movie, including the customer-specific identification in the title sequence, in a physical medium; and
- means for providing the physical medium to the customer or a designee of the customer.

58. A system for viewing a movie comprising:
- 10 means for ordering the movie by a customer; and
- means for receiving the movie, including a customer-specific identification in a title sequence for the movie that identifies actors, directors and/or producers of the movie, by the customer or by a designee of the customer.

59. A system according to Claim 58 wherein the means for ordering and the means for receiving comprise a cable television set top box.

60. A system according to Claim 58 wherein the means for ordering and the means for receiving comprise a satellite television set top box.

61. A system according to Claim 58 wherein the means for ordering and the means for receiving comprise an Internet client.

62. A system according to Claim 58 wherein the title sequence includes a sequential listing of names of actors, directors and/or producers of the movie and wherein the customer specific identification comprises the name of the customer in the sequential listing of names of actors, directors and/or producers of the movie.

63. A system according to Claim 58 wherein the customer-specific identification comprises the words "screened by" followed by the name of the customer.

64. A system according to Claim 58 wherein the customer-specific identification comprises the words "brought to you by" followed by the name of the customer.

5 65. A system according to Claim 58 wherein the customer-specific identification comprises the words "screened for" followed by the name of the designee of the customer, followed by the word "by", followed by the name of the customer.

10 66. A system according to Claim 58 wherein the receiving comprises:
receiving a copy of the movie, including the customer-specific identification in the title sequence, in a physical medium, by the customer or by the designee of the customer.